



FOR IMMEDIATE RELEASE

Mailing Date: Wednesday, June 29, 2005

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County Seeks Citizen Input

Exec Asks Public to Participate in Strategic Planning

Waukesha, WIS. – Waukesha County is in the process of developing its 2006-2008 Strategic Plan and is forming four focus groups in an effort to solicit advice from Waukesha County residents. The Strategic Plan is used as a tool to assist the County Executive and County Board in making their policy and budget decisions. “I’m proud of the track record we have in Waukesha County; however, it is always important to find new ways to connect with the public to understand their priorities. Strategic planning is a great way to accomplish that,” said County Executive Finley.

Involving the public is essential to the county’s new process. Thus, the County has identified four focus groups that they would like to meet with to seek input on the public’s priorities for Waukesha County and the services they provide. The four focus groups are: 1) a group of the chief elected officials or their representative from each of the county’s 37 municipalities 2) a stakeholder group which will be made up of numerous interest groups that regularly come in contact with the county 3) a random group of the public selected from the jury trial list, and 4) a group of informed citizens appointed by the county board.

The County Executive’s office will be mailing letters to numerous county residents this week asking for their participation in the Countywide Strategic Planning.

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County Seeks Citizen Input , continued...

All focus group members will be asked to make a two meeting commitment. Each meeting will last approximately two hours and will be held at 7:00 pm. The first meeting will provide background on County operations; the second will be devoted to soliciting opinions using “audience participation technology” – a way of collecting opinions anonymously from participants – similar to the type used on television shows.

Harry Stoetzel, Falls Cable Access has graciously offered to film the July 19th and July 26, 2005 focus group sessions, and the county will make duplicate DVDs available for all the other community access channels in Waukesha County that would be interested in airing the focus group sessions.

For more information, please call Allison Bussler in the County Executive’s Office at (262) 548-7902.

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